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ATTENTION OF

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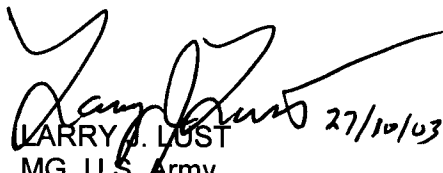
DEPARTMENT OF THE ARMY
ASSISTANT CHIEF OF STAFF FOR INSTALLATION MANAGEMENT
600 ARMY PENTAGON
WASHINGTON DC 20310-0600

OCT 28 2003

**MEMORANDUM FOR ALL PERSONNEL, OFFICE OF THE ASSISTANT CHIEF OF STAFF
FOR INSTALLATION MANAGEMENT**

SUBJECT: Policy Memorandum 3: Army Lodging "Mystery Shopper" Program

1. Purpose. To implement the OACSIM Army Lodging "Mystery Shopper" Program.
2. Policy. Effective 1 Nov 03, all OACSIM staff traveling on official business and staying at Army Lodging facilities will complete the enclosed "Mystery Shopper" checklist and forward to USACFSC within 5 working days after completion of travel. This policy memorandum, a copy of the "Mystery Shopper Checklist" and submittal guidance are available at:
www.armymwr.com/portal/travel/lodging/ or, www.armymwr.com - click on Travel, click on Army Lodging. Travel Approving Officials will ensure the "Mystery Shopper" checklist is completed prior to processing of travel vouchers. In addition, travel approving officials will ensure the following statement is included in the remarks section (block 16) of the DD Form 1610: "In conjunction with submission of travel vouchers, personnel occupying Army Lodging facilities during official travel will ensure that a completed Army Lodging "Mystery Shopper" checklist is returned to the U.S. Army Community and Family Support Center, ATTN: Army Lodging, within 5 working days of completion of travel."
3. Background.
 - a. Headquarters level monitoring of consistent standards for guests of all Army Lodging facilities worldwide is currently limited to the general information collected as part of the Installation Status Report (ISR) III. While the ISR serves a broad purpose, it does not promote institutionalization of published, detailed standards. This emphasis can only be obtained through those most familiar with our product - the user.
 - b. Our missions within OACSIM provide a pool of official travelers reaching every Army Lodging operation. Institutionalizing the "mystery shopper" program as a component of OACSIM official travel provides you, the customer, a vehicle with which to form your expectations prior to arrival at the installation while also providing Army Lodging a management tool to focus efforts on needed improvements. The enclosed Army Lodging "Mystery Shopper" checklist details those features you should observe as part of your Army Lodging experience.
4. The point of contact for this action is Steve Coulson, 703-681-5373, steve.coulson@cfsc.army.mil.


LARRY J. LUST 27/10/03
MG, U.S. Army
Assistant Chief of Staff
For Installation Management



Mystery Shopper's Checklist

Installation: _____ Shopper's Name: _____

Dates of Stay: _____ Address: _____

Room Number: _____ Phone: _____

SECTION A:

STANDARDS FOR SERVICE

Standards for Service define guest support and service from the initial reservation inquiry through departure.

CATEGORY I: RESERVATIONS – Your guest experience begins with the Reservation process. It must be easy and convenient for the guest to receive a confirmed reservation. When Army Lodging is not available, obtaining a non-availability control number should be hassle-free.

	YES	NO
1. When calling for your reservation, the phone was answered within three rings. (NOTE: An automated attendant system may be installed with voice mail capability for incoming calls for guests and initial screening.)	<input type="checkbox"/>	<input type="checkbox"/>
2. You were warmly greeted (in clear diction) with the name of the operation i.e., "Good Morning, this is the Happy Dale Inn, John speaking, how may I help you."	<input type="checkbox"/>	<input type="checkbox"/>
3. You were given the option to receive a callback rather than be left on hold. (NOTE: Calls should not be left on hold for more than 30 seconds.)	<input type="checkbox"/>	<input type="checkbox"/>
4. The reservation process took five minutes or less.	<input type="checkbox"/>	<input type="checkbox"/>
5. You were offered the option to guarantee your reservation for late arrival using a credit card. If not guaranteeing your reservation, you were advised your reservation would only be held until 1800 hours and then cancelled.	<input type="checkbox"/>	<input type="checkbox"/>
6. You were advised that if you do not cancel or change your guaranteed reservation before 1800 hours on the date of arrival and fail to check-in that you will be charged for the first night's stay.	<input type="checkbox"/>	<input type="checkbox"/>
7. A confirmation number was provided for your reservation or if adequate lodging was not available, you received a non-availability control number.	<input type="checkbox"/>	<input type="checkbox"/>
8. When making your reservation you were provided specific directions to the front desk for check-in, and/or information on after hours check-in procedures (at those installation that do not provide 24 front desk operations).	<input type="checkbox"/>	<input type="checkbox"/>
9. You were queried during the reservations process for any special preferences/requirements (i.e., accessibility requirements, smoking/non-smoking, etc.).	<input type="checkbox"/>	<input type="checkbox"/>
10. If you cancelled your reservation, you were provided with a cancellation number.	<input type="checkbox"/>	<input type="checkbox"/>

Comments: _____



CATEGORY II: FRONT DESK - This is where the tone of your entire stay is often set; it is one of those critical moments of truth. In your eyes, the front desk agent is “the hotel.” How you are treated at this point is paramount to ensuring the lodging operation is properly represented. The front desk is also the guests’ last stop: “Was our last impression as good as our first impression?”

	YES	NO
1. Front desk agents were in an appropriate uniform with nametag and presenting a professional image.	<input type="checkbox"/>	<input type="checkbox"/>
2. You were acknowledged by the front desk agent at the first opportunity and began the registration process within ten minutes.	<input type="checkbox"/>	<input type="checkbox"/>
3. If you had a reservation, the registration process was completed within three minutes; without reservations five minutes.	<input type="checkbox"/>	<input type="checkbox"/>
4. If you arrived prior to your room being ready, the front desk agent offered to store your luggage in a secure area.	<input type="checkbox"/>	<input type="checkbox"/>
5. If the site does not offer 24 hour front desk service, you were advised as to the procedures for early check-out.	<input type="checkbox"/>	<input type="checkbox"/>
6. The front desk staff member reviewed any special service requests (handicap requirements, smoking/non-smoking preference, crib, etc.) as part of the registration reservation.	<input type="checkbox"/>	<input type="checkbox"/>
7. You were provided instructions and if appropriate, a map showing you how to get to your building and room.	<input type="checkbox"/>	<input type="checkbox"/>
8. The front desk agents were able to provide current answers to questions on food services, transportation, location of key facilities (on/off-post), and other frequently requested guest information.	<input type="checkbox"/>	<input type="checkbox"/>
9. You were advised of any unique aspects of the operation.	<input type="checkbox"/>	<input type="checkbox"/>
10. You did not wait any longer than ten minutes to begin the check-out process. Once commenced, the check-out process was completed in three minutes or less.	<input type="checkbox"/>	<input type="checkbox"/>
11. At check-out, the front desk agent asked about your stay and if there were any conditions that made your stay extremely positive or negative.	<input type="checkbox"/>	<input type="checkbox"/>
12. Customer comment cards were available at the front desk and in the guest room.	<input type="checkbox"/>	<input type="checkbox"/>

Comments: _____



CATEGORY III: GUEST SUPPORT - Guest support standards, when combined with quality operations and facilities, provide the framework for a memorable guest experience. Guest rooms provide the features and amenities comparable to a mid-range commercial hotel.

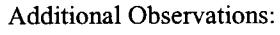
Item	Yes	No
Refrigerator/Freezer		
Microwave		
Luggage Rack (or bench)		
Digital Radio Alarm Clock		
4-cup drip coffee maker		
Removable hangers (2 w/clips)		
Residential Style Wastebaskets		
Auto Shut-Off Iron		
Full Size Ironing Board		
Portable Fan or Ceiling Fan		
Disposable Laundry Bag		
Note Pad & Pen (Army Lodging Logo'd)		
Comment Card		
Ashtrays (smoking rooms only)		

Item	Yes	No
Bath Linens: Mat, Bath Towels, Hand Towels, Wash Cloths		
Styrofoam Coffee Cups		
Facial Soap (Army Lodging logo'd Jergen's brand)		
Deodorant Soap (Army Lodging logo'd Jergen's brand)		
Shampoo/Conditioner (Army Lodging logo'd Pantene brand)		
Lotion (Army Lodging logo'd Vaseline Intensive Skin Care)		
Shoeshine Cloth/Mitt (Army Lodging logo'd)		
Sewing Kit (Army Lodging logo'd)		
Facial Tissue		
Facility Evacuation Plan		
Guest Service Directory (Army Lodging logo'd)		
Color TV w/remote		
Telephone		
Data Port		

- | | YES | NO |
|---|--------------------------|--------------------------|
| 1. Additional guest convenience items (mouthwash, razors, etc.) are available for sale at the front desk. | <input type="checkbox"/> | <input type="checkbox"/> |
| 2. Flyers and advertisements in the guest room are presented in a professional manner. | <input type="checkbox"/> | <input type="checkbox"/> |
| 3. The guest laundry room, ice machine and vending facilities were conveniently located for guest use. | <input type="checkbox"/> | <input type="checkbox"/> |
| 4. Fax service for official business is available to guests during front desk hours of operation. | <input type="checkbox"/> | <input type="checkbox"/> |
| 5. A means to secure guests valuables is available (in-room safe or safety deposit box). | <input type="checkbox"/> | <input type="checkbox"/> |

Comments: _____

Thank you for your assistance as an OACSIM Army Lodging Mystery Shopper. Please forward this checklist by e-mail to: Renee.Robinson@cfsc.army.mil or through distribution to USACFSC-BPL, Summit Center (Ms. Robinson/CFSC-BPL) 4700 King Street, 4th Floor, Alexandria, VA 22302-4402. The customers we serve are our most valuable feedback - we appreciate your time and help!

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